

**Hong Kong Life 15th Anniversary “TOUCH you always!”
Premium Discount & Lucky Draw**

8 July 2016 - To celebrate its 15th Anniversary, Hong Kong Life Insurance Limited (“Hong Kong Life”) has started a branding promotion campaign for five months since April with a new slogan “TOUCH you always!” In addition to magazine, outdoor (tram and bus bodies) and digital advertisement, Hong Kong Life has launched two promotion programmes including **“TOUCH you always!” Premium Discount Incentive and Lucky Draw** with gift valued HKD200,000.

For applications of any of the Hong Kong Life's Eligible Life Insurance Plans with Annualized First Year Premium of basic plan not less than HKD18,000 or USD 2,250 and with the policy being successfully issued, clients can enjoy the First Year Premium 5% or 10% Discount in **“TOUCH you always!” Premium Discount Incentive**.

“TOUCH you always!” Lucky Draw is limited to Hong Kong Life's clients only without pre-registration. It is possible for any qualified individual policyowners to win either the grand prize which is a HONDA JAZZ 1.3 motor car, or one of the four special prizes which is travel vouchers valued HKD10,000. To thank the long-term support from clients, the number of times of lucky draw is based on the policy year. The longer the policy year is, the more the number of times of lucky draw is entitled.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Hong Kong Life has been established for 15 years. We hope to thank external parties and clients for their long-term support through the **“TOUCH you always!” Premium Discount Incentive and Lucky Draw**. Hong Kong Life always understands clients' needs and makes efforts in providing diversified insurance products. We will try our best to offer the most caring services to cater different life stages of clients.”

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The grand prize of “**TOUCH you always!**” Lucky Draw is a HONDA JAZZ 1.3 motor car (retail price at HKD169,880).